

Message Text

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70

ACTION OPIC-12

INFO OCT-01 ARA-16 ISO-00 AID-20 CIAE-00 COME-00 EB-11

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LAB-06 SIL-01 OMB-01 NSC-07 SS-20 STR-08 CEA-02 L-03

IGA-02 /134 W

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R 031930Z JUN 74

FM AEMBASSY BRASILIA

TO SECSTATE WASHDC 3598

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

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E.O. 11652: N/A

TAGS: EFIN, BR

SUBJECT: MUNFORD, INC

REF: STATE 111419

1. BECAUSE OF VERY HIGH LOSSES DUE TO SPOILAGE, THE ADDITIONAL COLD STORAGE FACILITIES, OF THE TYPE DISCUSSED BY MR MUNFORD DURING HIS RECENT VISIT, ARE GREATLY NEEDED IN BRAZIL AND WILL HAVE SUBSTANTIAL DEVELOPMENT VALUE. THE OPPORTUNITIES FOR SUCH FACILITIES ARE FURTHER ADVANCED BY THE RECENT PLANS OF THE GOB TO DEVELOP A MORE EXTENSIVE AND MODERN MARKETING SYSTEM, WHICH WILL INCLUDE THE INSTALLATION OF EXPANDED COLD STORAGE FACILITIES.

2. A FEASIBILITY STUDY AS REPORTED REFTTEL SHOULD PROVIDE BACKGROUND ON WHICH TO MAKE DECISIONS CONCERNING LOCATION AND BEST MARKET TYPES OF WAREHOUSING. SOME OF THE SUBJECTS THAT MIGHT BE EXAMINED IN DETAIL ARE:

A) THE EXPORT CORRIDOR PROGRAM TO DETERMINE HOW WAREHOUSES MIGHT BEST COMPLEMENT GOB INVESTMENT IN INFRASTRUCTURE.

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B) THE UTILIZATION OF COLD STORAGE FACILITIES RECENTLY

INSTALLED IN NEW TERMINAL MARKETS BY COBAL, THE BRAZILIAN GOVERNMENT COMPANY IN CHARGE OF FOOD SUPPLY. COBAL MARKETING PLANS OUTSIDE THE SAO PAULO, RIO AND PORTO ALEGRE AREAS SHOULD ALSO BE EXAMINED.

3. IN RECENT CONVERSATION WITH REPRESENTATIVES OF THE ARTHUR D. LITTLE COMPANY, THE EMBASSY HAS LEARNED THAT ARTHUR D. LITTLE HAS COMPLETED A STUDY FOR THE BRAZILIAN PLANNING MINISTRY, ENTITLED "THE COLD STORAGE CHAIN SYSTEM IN BRAZIL". THE REPRESENTATIVE INDICATED THAT HE WOULD BE WILLING TO SUPPLY MR. MUNFORD A COPY OF THIS REPORT. THE EMBASSY HAS FORWARDED THIS INFORMATION DIRECTLY TO MR. MUNFORD. THE ARTHUR D. LITTLE REPORT MAY BE OF ASSISTANCE IN THE MUNFORD FEASIBILITY STUDY.
CRIMMINS

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Message Attributes

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